

76. The floor display of claim 74, further comprising a memory that is electrically coupled to the power source and the lamps and that comprises instructions for illuminating the electroluminescent lamps.

77. The floor display of claim 74, further comprising a sensor for sensing motion that is electrically coupled to the power source and the lamps.

78. The floor display of claim 77, further comprising a memory that is electrically coupled to the power source and the lamps and that comprises instructions for illuminating the electroluminescent lamps.

79. The floor display of claim 78, further comprising a controller, that is in electrical connection with the power source, the lamps, the sensor and the memory and that reads the memory and activates the electroluminescent lamps in response to a signal from the sensor.

80. A self contained electroluminescent floor display, comprising:  
a plurality of electroluminescent lamps; and  
a controller that is electrically coupled to the lamps and that controls the illumination of the lamps.

81. The floor display of claim 80, further comprising a direct current power source disposed within the display that powers the lamps and the controller.

82. The floor display of claim 80, further comprising a memory that is electrically coupled to the controller and the lamps and that has instructions for illuminating the lamps which the controller executes.

83. The floor display of claim 80, further comprising a sensor that is electrically coupled to the power source and the controller and that senses motion proximal to the display.

84. The floor display of claim 83, further comprising a memory that is electrically coupled to the controller, the sensor and the lamps and that has instructions for illuminating the lamps which the controller executes in response to the sensor sensing motion.

85. A self contained electroluminescent floor display, comprising:  
an electroluminescent lamp section that comprises at least one layer of electroluminescent lamps; and  
a laminate section coupled to the electroluminescent lamp section that provides a  
stable backing for the display.

86. The floor display of claim 85, wherein the electroluminescent lamp layer further comprises a stabilization layer.

87. The floor display of claim 85, wherein the laminate section comprises at least one polyester layer.

88. The floor display of claim 85, further comprising a graphic section that is coupled to the electroluminescent section.

89. The floor display of claim 88, wherein the graphic section further comprises a printed graphic.

90. The floor display of claim 89, wherein the graphic section further comprises a printable substrate on which the graphic is printed.

91. The floor display of claim 85, wherein the at least one layer of electroluminescent lamps comprises a printed electroluminescent lamp layer.

92. The floor display of claim 91, wherein the electroluminescent lamp section further comprises an insulating layer.

93. The floor display of claim 92, wherein the electroluminescent lamp section further comprises encapsulated phosphor.

94. A self contained electroluminescent floor display, comprising:  
a graphic section;  
an electroluminescent lamp section that is coupled to the graphic section and that comprises at least one layer of electroluminescent lamps; and  
a laminate section coupled to the electroluminescent lamp section that provides a stable backing for the display.

95. The floor display of claim 94, wherein the electroluminescent lamp layer further comprises a stabilization layer.

96. The floor display of claim 94, wherein the laminate section comprises at least one polyester layer.

97. The floor display of claim 94, wherein the graphic section further comprises a printed graphic.

98. The floor display of claim 97, wherein the graphic section further comprises a

printable substrate on which the graphic is printed.

99. The floor display of claim 94, wherein the electroluminescent lamp section further comprises an insulating layer.

100. The floor display of claim 94, wherein the electroluminescent lamp section further comprises encapsulated phosphor.

101. A self contained electroluminescent floor display, comprising:  
a graphic section comprising a printable substrate on which a graphic is printed;  
an electroluminescent lamp section that is coupled to the graphic section and that comprises at least one layer of electroluminescent lamps that are printed in a pattern; and  
a laminate section coupled to the electroluminescent lamp section that provides a stable backing for the display.

102. The floor display of claim 101, wherein the electroluminescent lamp section further comprises an insulating layer.

103. The floor display of claim 101, wherein the electroluminescent lamp section further comprises encapsulated phosphor.